

Problem Outline

Removing Excess Information:

Based on survey results, the layout of the website is too condensed.

Most users complained about how messy and confusing the whole layout was. They had difficulties locating elements on the website.

Too many options scares people. Maybe reduce the available options to just the more general categories (Community, Housing, Jobs, etc.).

Visuals:

The website seems to be compressed and it could be utilizing the whole screen.

Each category could also be displayed with a relevant icon or an image to make it more appealing and user friendly.

Simplifying Further:

Each general category/service should break down into different sections when you click on it. Users know generally what they are looking for. Breaking down those generalizations into specific services is key.

Each of those services should have a dedicated search bar when you click on it. The search bar could also display "recent searches" or "suggested" based on what people usually look for in that certain category. This will make the user experience more seamless.

Forum Issues:

Users also had an issue with the layout of the forums. Some users were not able to complete the task that required them to browse the forums. The most common reason for this was that it either looked messy or had a confusing structure.

To address this issue, the forums should utilize a layout that modern social media pages have. There should be a post, and by clicking it you can see more about it and the replies. The images should also have to be displayed instead of having to click on the image link. This improved layout will also address another issue mobile users were having which was that the text in the forums was too small.